



TEXAS HISTORICAL COMMISSION

CHC Partnerships with Chambers and CVBs

By partnering with tourism and business minded organizations, a CHC connects to potential partners throughout the region, expanding its audience and the impact of its work. Here are simple ways to make the most of these partnerships.

Distribute material through chambers and CVBs

Leave brochures and other tourism materials at chamber and CVB offices for distribution.

Jack CHC's driving tour material is made available at the local chamber office.

Jack CHC co-sponsored the County Historical Driving Tour, along with the county judge, county commissioners, local businesses, Jacksboro Chamber of Commerce, and Jack County Museum. The partnership goal was to promote tourism within the county and make the public aware of the many historical events that occurred with Jack County. Local businesses and county commissioners provided funding for the Driving Tour, which covered various expenses—brochures, maps, and CDs that played a tour narrative describing the various sites. When touring the Chamber office, visitors see the Driving Tour information and many buy the CD to tour select historic properties that are open to the public. The chamber and museum continue to stock and sell the tour CDs, which raises additional revenue for the CHC. Without the assistance of our partners, our Driving Tours would not be possible.

Promote local business and events

Chamber and CVB material markets a wide range of local amenities and encourages individuals to patron local businesses and events. Pass out this material at CHC events and gatherings.

Houston CHC attracted more attention by adding partner materials to CHC handouts.

Houston CHC manned a booth at the Harris County Precinct 4 Destinations Galore Exhibition in January 2016. The exhibition had more than 100 exhibitors and more than 1000 visitors. CHC appointees were busy at their booth, distributing brochures, maps, and newspapers. CHC obtained literature for distribution from a variety of sources in Houston County including the chamber of commerce, newspapers, historical homes and cultural events. The chamber reported that several day trip tours to Houston County had been scheduled as a result of the CHC's work at the exhibit booth.

Ask partners to promote CHC activities

Utilize chamber and CVB networks to spread the word about CHC events.

Kerr CHC promotes events and educational materials with help from the Kerr Area CVB.

Kerr CHC created a walking tour brochure for the of historic buildings in downtown Kerrville. The CHC distributed brochures to local businesses, hotels, and motels. The CHC provides these walking tour brochures to the Kerr Area Convention and Visitor Center, along with historical marker and cemetery brochures. The Visitor Center website is also used to promote CHC events and material.

Direct CHC web traffic to chambers and CVBs

Help partners and visitors alike by providing links to area chamber and CVB websites.

Landmark Inn includes area chamber and CVB information in the visitor section of its website.

THC's Landmark Inn State Historic Site lists the Castroville Chamber of Commerce and the San Antonio CVB in the visitor information section of its website. These links, along with others, provide helpful information to visitors who are planning a trip to stay at the inn. Including local organizations in the visitor information section helps guide travelers to everything they may need while in the area.

Provide CHC services to partner audiences

Showcase CHC expertise in unexpected community settings to promote preservation and the CHC.

Van Zandt County found a clever way to network while providing services to chamber audiences.

Van Zandt CHC participated in "Leadership Van Zandt County," which was organized by several chambers of commerce in the county to better acquaint local business persons with the community. Three CHC appointees held an 8-hour class for chamber representatives and business owners on county history. A guided bus tour of the county was also provided, with CHC appointee commentary on various sites. This effort was successful and there are plans to continue with more classes in the future.

Utilize hotel/motel tax when able

Work with chambers to increase the visibility and understanding of county preservation needs and potential uses for HOT funds.

Kimble CHC helped save a building from demolition with the help of HOT contributions.

Kimble CHC continues to work on restoration of the former Kimble Hospital building, which has been donated for use as a new history museum. Kimble CHC helped save the hospital building from demolition through bequests, foundation gifts, individual donations, memorial contributions, as well as, grants from the local tourism board (hotel/motel tax) and local Economic Development Board (sales tax).

Advise chambers on area funding needs

CHCs can prioritize preservation needs and provide feedback to chambers to determine specific properties or sites that could use financial support. Identify community impact organizations that would benefit greatly from the monetary and political support that chambers could provide.

Sabine CHC helped county commissioners to determine how to use HOT monies.

Sabine CHC encouraged the county commissioners court to reassess the way hotel/motel tax (HOT) revenue was disbursed. County officials, the City of Hemphill, and the Sabine Chamber of Commerce had several ideas about proposed development of the county's two incorporated towns—Hemphill and Pineland. To complement these efforts, the commissioners court appointed a tourism board of directors whose first duty was to recommend potential uses for HOT monies. The board is made up of the chamber president, another chamber representative, city manager for Hemphill, Sabine CHC chair, county treasurer, and two local business owners. By developing community partnerships, the Sabine CHC has been able to influence not only history-related projects, but also decisions related to area development and its impact on historic resources.

CHC Outreach Webpage

- <http://www.thc.texas.gov/chcoutreach>

CHC Partnerships Web Series

- Start with Expanding CHC Partnerships
<http://www.thc.texas.gov/expanding-chc-partnerships>



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